

Message Text

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ACTION EB-11

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SUBJ: FEBRUARY SHOW FINAL REPORT

REF: STATE'S A-10408 DEC. 31 1973

1. INDUSTRIAL & COMMERCIAL SECURITY EQUIPMENT
 2. USTC MILAN, FEBRUARY 19-23, 1974
 3. FORTY SEVEN EXHIBITORS
 4. SALES DURING SHOW \$174,075
 5. SALES PROJECTED SUBSEQUENT YEAR
 - A) NTM - 4,712,000 DOLS.
 - B) OTM - 1,195,000 DOLS.
 6. TWENTY FIVE EXHIBITORS SOUGHT EXREP
 7. TEN EXREPS APPOINTED DURING SHOW
 8. NINETY ADDITIONAL EXREPS AND ONE JOINT VENTURE EXPECTED IN 12 MONTHS
 9. N.A.
 10. TOTAL 1055 REGISTERED VISITORS
 11. A) CHECKPOINT SYSTEMS, INC., CHERRY HILL, N.J. NTM EXPECTED SALES NEXT 12 MONTHS \$500,000, EXPECTS TO SIGN 10 SALES REPRESENTATION AGREEMENTS. PENETRATED AUSTRIA, BELGIUM, U.K., FRANCE, HOLLAND, ITALY, SWEDEN, SWITZERLAND, ISRAEL, GREECE, IRAN, LEBANON, NIGERIA, SPAIN FOR FIRST TIME. SHOWED RETAIL AND LIBRARY SECURITY (ANTI-PILFERAGE) SYSTEMS.
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A.E. WOLF, CHAIRMAN, CHECKPOINT SYSTEMS WROTE "BEST

RUN AND MOST PLEASANT TRADE SHOW I'VE EVER BEEN INVOLVED IN. THE RIGHT PEOPLE WERE HERE. COULD HAVE SOLD \$50,000 RIGHT OFF THE FLOOR." CLEARED.

B) SOLFAN SECURITY SYSTEMS, SUNNYVALE, CALIF. NTM. OF FLOOR SALES \$1000. EXPECTED SALES NEXT 12 MONTHS \$100,000. PENETRATED ITALY AND FRANCE FOR FIRST TIME. EXPECTS TO SIGN ONE SALES REP AGREEMENT IN NEXT 12 MONTHS. EXHIBITED MICROWAVE INTRUDER DETECTORS. WIN H.EMERT, PRESIDENT WROTE "I HAVE PARTICIPATED IN SEVERAL COMMERCE DEPARTMENT EXHIBITS WITH ANOTHER COMPANY - INCLUDING ONE PREVIOUS SHOW AT MILAN (MAY 1972). MILAN FOR THE SECOND TIME HAS BEEN A SUCCESSFUL PARTICIPATION AND BETTER THAN EVENTS AT OTHER LOCATIONS...VISITING ITALIAN COMPANIES GAVE EVERY INDICATION AND MUCH GREATER TECHNICAL MATURITY THAN VISITORS TO THE MAY 1972 SHOW. MY COMPLIMENTS TO THE STAFF AT MILAN. THEIR ASSISTANCE HAS AGAIN BEEN PROFESSIONAL AND HELPFUL." CLEARED.

C) INFINETICS, INC., WILMINGTON, DELAWARE. NTM. ON FLOOR SALES \$4500. EXPECTED NEXT 12 MONTHS \$100,000. PENETRATED SPAIN, SWITZERLAND, ITALY AND YUGOSLAVIA FOR FIRST TIME. EXPECTS TO SIGN FOUR REPRESENTATION AGREEMENTS FOR THESE COUNTRIES UPON RETURN TO US. SHOWED "FRISKEM" WALK-THRU METAL DETECTION STATIONS. J.R. JAQUET, V.P., WROTE "VERY HIGH QUALITY ATTENDANCE...PEOPLE, FACILITIES, ASSISTANCE FROM TRADE CENTER VERY VERY HIGH CALIBER...HOSPITALITY OF GREETING VIP VISITORS AND INTRODUCING THEM MOST EXCELLENT ACTION. COULD TELL THAT IT WAS MAJOR POSITIVE INFLUENCE ON SEVERAL PEOPLE." CLEARED.

12. SPURRED ON BY ITALY'S GROWING INDUSTRIAL AND COMMERCIAL CRIME PROBLEM AND INCREASING AWARENESS OF ITS DELETERIOUS EFFECTS ON THE NATION'S BUSINESS, SHOW PROVED OUTSTANDING SUCCESS. VISITORS DRAWN FROM TOP ITALIAN ENDUSERS IN INDUSTRY AND COMMERCE AS WELL AS UNUSUAL NUMBER OF GOVERNMENTAL VIPS. PRESS COVERAGE GOOD WITH EXCEPTIONAL INTEREST ON PART OF TV AND RADIO, INCLUDING 5 MINUTE SPECIAL ON MAIN EVENING NEWS FEB. 24. FOREIGN VISITORS' INTEREST ALSO HIGHER THAN NORMAL. EXHIBITOR ENTHUSIASM OUTSTANDING WITH EXHIBITORS PRESENTING MTC DIRECTOR WITH PETITION EXPRESSING THEIR "THANKS AND APPRECIATION...ON A VERY WELL ORGANIZED AND WELL ATTENDED SECURITY PRODUCTS SHOW."

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WE BELIEVE THIS WAS A MTC "FIRST" AND HAVE AIR-POUCHED COPY ATTN. LINDSTROM. SHOW ITEMS INCLUDED TECHNICALLY ADVANCED MICROWAVE DETECTION SYSTEMS, ULTRASONIC ALARM AND MOTION DETECTION SYSTEMS AS WELL AS THE LATEST IN ANTI-INCENDIARY INDUSTRIAL SECURITY DEVICES. TEN REPS. APPOINTED AT SHOW, INCLUDING ONE ISRAELI AND ONE NIGERIAN. THIRTY-SIX EXHIBITORS NTM WITH PRIMARY OBJECTIVE ACHIEVED FULLY BY 45, PARTIALLY BY ONE, NOT BY ONE. FLOOR SALES FIGURES MAY GO HIGHER AS

EXHIBITORS DECIDE WHETHER TO SHIP EQUIPMENT TO CLIENTS OUTSIDE
USA. FINA

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NNN

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